

ECONOMY AND ENTERPRISE MANAGEMENT

Intrinsic characteristics of economic category «adaptation of an enterprise»

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Ability to quickly adapt work of an enterprise according to the changed conditions in the competitive environment is one of the most important tasks of management and the key to success of any enterprise. Therefore "adaptation of enterprises" has many definitions and has no single approach. It should be noted that term "adaptation" is applied only relative to complete systems that is successfully reflected in an aphorism by J. Barkraft: "any adaptation is integration".

The adaptation concept can be applied to all systems, which are characterized by firmness in relation to external and internal influence by self-control and management. Some scientists identify adaptation with management, so L. A. Rastrigin considers that adaptation is no different from management and notes: "adaptation is the organization of purposeful influence on an object, which is directed to achievement previously stated objectives"; taking into account features of difficult systems: "adaptation is a process of purposeful change of parameters and structure of a system which consists in determination of its functioning criteria and performance of these criteria".

All listed approaches consider adaptation as the characteristic of activity of the enterprise, which strategic objectives are survival or development. If to consider features of these types of adaptation in the conditions of crisis, it should be noted that static adaptation of the enterprise defines its opportunity to resist to negative impacts of financial crisis.

Dynamic adaptation is urgent during manifestation of the crisis phenomena as it is sent to search for ways of adaptation and survival of an enterprise in difficult economic conditions. Among the considered types of adaptation in our opinion in the crisis conditions a group adaptation is more effective, which is directed to the preservation of economic interests of several enterprises or certain region or certain branch. Group adaptation will provide development of optimum means of fight against crisis; individual adaptation can provide recovery from the crisis of one enterprise and at the same time create even more negative conditions for its contractors' functioning. Individual adaptation in the conditions of crisis will only point negative impacts of the external environment on the operation of enterprises.